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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/675,916	09/30/2003	Brian F. Fitzpatrick	MRZ 9268.2	2091
321	7590	10/03/2008	EXAMINER	
SENNIGER POWERS LLP 100 NORTH BROADWAY 17TH FLOOR ST LOUIS, MO 63102			ALVAREZ, RAQUEL	
ART UNIT	PAPER NUMBER			
			3688	
NOTIFICATION DATE	DELIVERY MODE			
10/03/2008	ELECTRONIC			

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

uspatents@senniger.com

Office Action Summary	Application No. 10/675,916	Applicant(s) FITZPATRICK ET AL.
	Examiner Raquel Alvarez	Art Unit 3688

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
 - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
 - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 02 July 2008.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-81 is/are pending in the application.
- 4a) Of the above claim(s) 48-50 is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-47 and 51-81 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/IE/S)
 Paper No(s)/Mail Date 12/2/2003, 1/29/2004, 8/14/2006
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____
 5) Notice of Informal Patent Application
 6) Other: _____

DETAILED ACTION

1. This office action is in response to communication filed on 7/2/2008.
2. The examiner agrees with Applicant that the claims should be regrouped into 2 groups, consisting of Group I, claims 1-47 and 51-81 and Group II, consisting of claims 48-50. Applicant has elected Group I, consisting of claims 1-47 and 51-81.
3. Applicant is reminded that claims not elected are presumed withdrawn. A new claim listing must be provided. See 37 CFR 1.121.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

5. Claims 1-10, 13-33, 36-47, 51-68, 70-78, 80 and 81 are rejected under 35 U.S.C. 102(b) as being anticipated by Eggleston (6,061,660 hereinafter Eggleston).

With respect to claims 1-9, 16-32, 38-47, 51-53, 55, 57-58, 63-68, 71-78, 80-81 Eggleston teaches a system comprising a resource of programs (Abstract). A platform operated by a system developer for providing access to the resource of programs (i.e. a website operated by a host having one or more servers)(See Figures 1-2); an administrative interface for use by an administrator for interfacing with the platform, the administrative interface for permitting the administrator to access the programs via the platform, select for the client a particular program from the accessed programs,

configure the selected, particular program of the client, and track the configured program of the client (i.e. sponsoring company selecting the promotion type and tracking the promotions)(see Figure 11); a site coordinator interface for use by a site coordinator for interfacing with the platform, the site coordinator interface for permitting the site coordinator to access the particular program via the platform, and support the particular program of the client (see incentive firm)a participant interface for use by participants of the particular program for interfacing with the platform, the participant interface for permitting each participant of the particular program to access the particular program via the platform, and review information relating to the accessed particular program (employees or customers)(see Figures 17 and 19).

With respect to claims 10, 33, 54 Eggleston further teaches the client or the administrator may consolidate two or more programs in which the participant is enrolled (col. 35, lines 3-20).

With respect to claims 13-15, 36-37, 56 Eggleston further teaches defining a hierarchical group of participants and is permitting to define a rule applies to a selected group of participants wherein the hierarchical and selected groups are different according to geographical location so that the hierarchy is defined by location (Figures 16-18).

With respect to claims 59-63, Eggleston further teaches an award that is linked to a third party issuer for providing awards to participants (See Figure 21, step 676).

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

7. Claims 11-12, 34-35, 69 and 79 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eggleston.

Claims 11-12, 34-35, 69, 79 further recite creating 4 distinct websites including a participant website for the participant and selecting from a plurality of templates and artwork. Official Notice is taken that it is old and well known to create websites in order to create an address location on the Internet. Websites having various formats and design. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included creating a participant website for the participant in order to keep the information about the particular program in one single location and customize based on preference.

Point of contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James w. Myhre can be reached on (571)272-6722. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Raquel Alvarez/
Primary Examiner, Art Unit 3688

Raquel Alvarez
Primary Examiner
Art Unit 3688

R.A.
9/24/2008

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